

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

January 16, 1998

RJR Account #204600

Mr. G. Louras

SAM FRANK, INC.

FEBRUARY CTS: DORAL BUY 2 PACKS GET 1 PACK FREE / PROMOTION #800019

Dear Gus:

DORAL pre-sleeved B2G1F product (6M) has been ordered, along with **45 SKUs** Shipper Displays Item #536744 to pack and ship this promotion to participating retail accounts on the attached Customer List. Refer to the Customer List for specific distribution of product, displays and P.O.S. Kits.

DORAL B2G1F BRAND STYLE	UPC Code	#/ (6M) Cases
Light	12300-24971	<u>2</u>
Lt 100	12300-24972	<u>2</u>
Men Lt 100	12300-24974	<u>2</u>
FF 100	12300-24973	<u>1</u>

DISPLAY DETAIL (#536744)

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.

EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.

THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.

IT IS **STRONGLY RECOMMENDED** THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY; THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.

Product / Premium Arrival:

February 2, 1998

Ship Date to Retail:

Week of: February 9, 1998

SKU CUBE:

0.8750

SKU WT (w/o Product):

1.7100 lbs

Retail Sales Offer per Sku:

21 Offers

51854 8749

B2G1F
SAM FRANK, INC.

Billing per Sku:

5 Savings Cartons (if additional live pack is added to Display)

4.9 Savings Cartons (if additional live pack is NOT added to Display)

EFT \$ Amount:

\$1,670.03

PROMOTION DESCRIPTION: SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'.
UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT
NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP
NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER
LIST*.

BRAND STYLES:

DORAL LIGHT / DORAL LT 100 / DORAL LT MEN 100 / DORAL FF 100

PLACE INTO EACH DISPLAY:

- * 7 CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)
 - * 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)
- EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.
(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.
(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY)

A list of accounts authorized to receive product distribution is attached. RJR will reimburse you \$14.00 per live 12M case for all product packed and shipped to retail on a timely basis. This equates to **\$49.00 (3.5 (12M) case(s) @ \$14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: R. Tanchyk
L. E. MacWilliams

Enclosure: Customer List
Wholesalers Packing Instructions

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

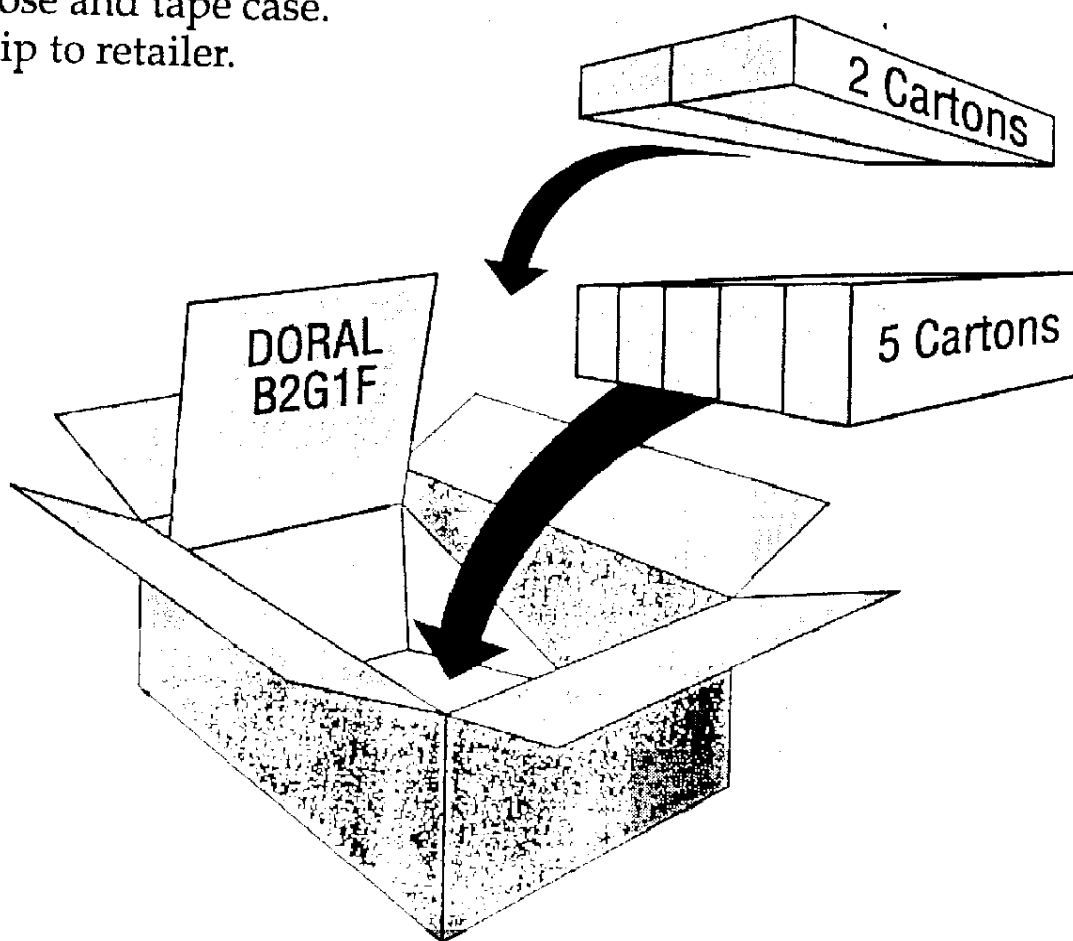
PROMOTION #800019: DORAL B2G1F
1623 / 1638 CTS OUTLETS
#/ CASES PER STYLE
SHIP NUMBER OF DISPLAYS TO EACH ACCOUNT AS INDICATED
D O R A L

SR TER	SIS#	FULL NAME	ADDRESS	CITY	STATE	#/ DISPLAYS	#/ SKUs	LT	LT 100	LT MN 100	FF 100	VAP SIS#	VAP DIRECT ACCT NAME	DIR ACCT SUPPLIER #
162302	114561	NEXT DOOR	RT 7	POWNALE	VT	5						204600	SAM FRANK INC	
162302	386834	N BENNINGTON VARIET	BANK STREET EXT	N BENNINGTON	VT	5						204600	SAM FRANK INC	
162302	494957	POULTNEY CASH MARK	37 MAIN ST	POULTNEY	VT	5						204600	SAM FRANK INC	
162302	623997	SARGENT'S SHORT STO	300 MAIN ST	BENNINGTON	VT	5						204600	SAM FRANK INC	
162302	636227	APOLLO FUELS	RT 149	PAWLET	VT	5						204600	SAM FRANK INC	
162302	657371	BEVERAGE KING	RTE 4A	BOMOSEEN	VT	5						204600	SAM FRANK INC	
162302	776167	WELLS TRADING POST	ROUTE 30 BOX 56	WELLS	VT	5						204600	SAM FRANK INC	
162302	114544	SMOKERS DEN	HUNT STREET	BENNINGTON	VT	5	45	3	3	3	1	204600	SAM FRANK INC	

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WHOLESALE PACKING INSTRUCTIONS**VALUE ADDED PROMOTIONS****1ST QTR. '98****February DORAL B2G1F***(Buy 2 Packs Get 1 Free—Pack Outlets, CTS Pack)***STEPS**

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipping/display case. Promotional product is in white cartons and is pre-sleeved.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.

**Item:** # 536510 – Pack Outlets**Item:** # 536744 – CTS Pack**Description:** DORAL B2G1F Display/POS kit

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Brand Style	LT	LT 100	LT MEN 100	FF 100		
Number of Cartons	2	2	2	1		